

Pengaruh unrelated diversification terhadap kinerja perusahaan dengan keberagaman direksi sebagai variabel moderasi = The effect of unrelated diversification on corporate performance with directors diversity as moderating variables

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Abstrak

ABSTRAK

Penelitian ini bertujuan untuk menginvestigasi pengaruh unrelated diversification terhadap kinerja perusahaan dan menginvestigasi peran keberagaman direksi terhadap pengaruh unrelated diversification terhadap kinerja perusahaan. Objek penelitian yang dilakukan terdiri dari seluruh perusahaan non-keuangan yang terdaftar di BEI pada tahun 2013-2015 dengan jumlah sampel 709. Unrelated Diversification diukur menggunakan entropy index, dan keberagaman direksi menggunakan Blau Heterogeneity Index. Hasil penelitian menunjukkan bahwa unrelated diversification tidak mempengaruhi kinerja perusahaan. Namun demikian keberagaman tenure direksi terbukti memperkuat dampak negatif unrelated diversification terhadap kinerja perusahaan sedangkan keberagaman latar belakang fungsional memperlemah dampak negatif unrelated diversification terhadap kinerja perusahaan.

ABSTRACT

This study aims to investigate the effect of unrelated diversification on firm performance and investigate the role of directors rsquo diversity on the effect of unrelated diversification on firm performance. The research object consisted of all non financial companies listed on BEI in 2013 2015 and resulted in 709 samples. Unrelated Diversification is measured using the entropy index, and the diversity of directors using Blau Heterogeneity Index. The results showed that unrelated diversification does not affect firm performance. Nevertheless, the directors rsquo tenure diversity proved to strengthen the negative impact of unrelated diversification on corporate performance while the functional backgrounds diversity weakened the negative impact of unrelated diversification on the firm performance.